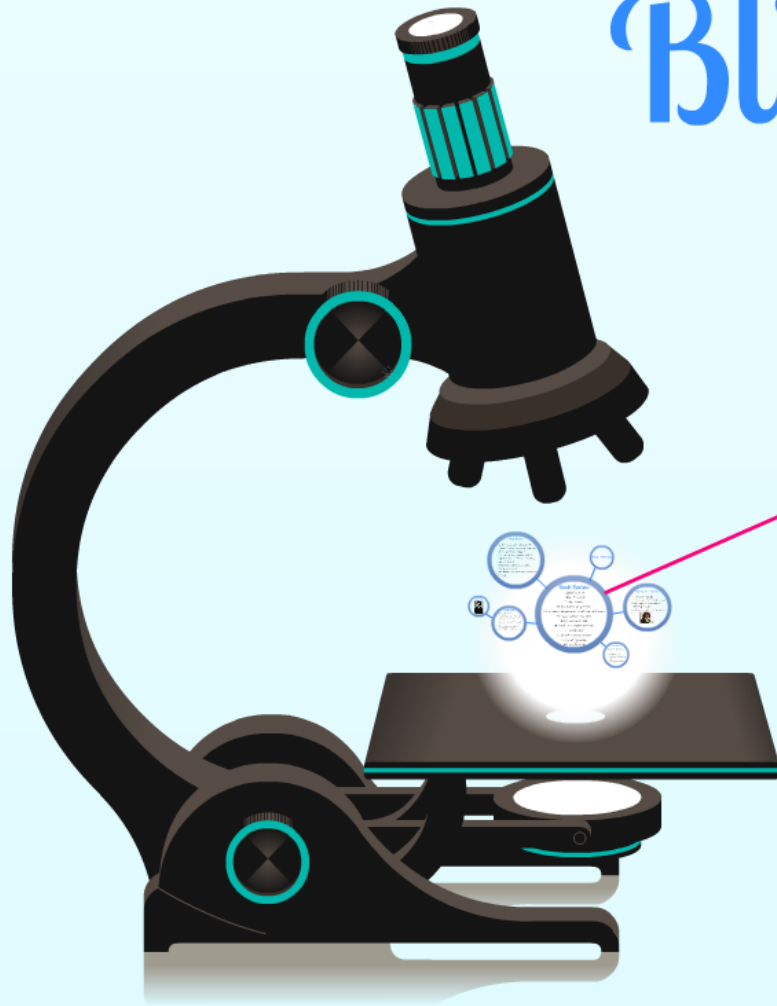


Blink Booking

Thecasesolutions.com



Introduction

Blink: The Power of Thinking Without Thinking
Written by Malcolm Gladwell

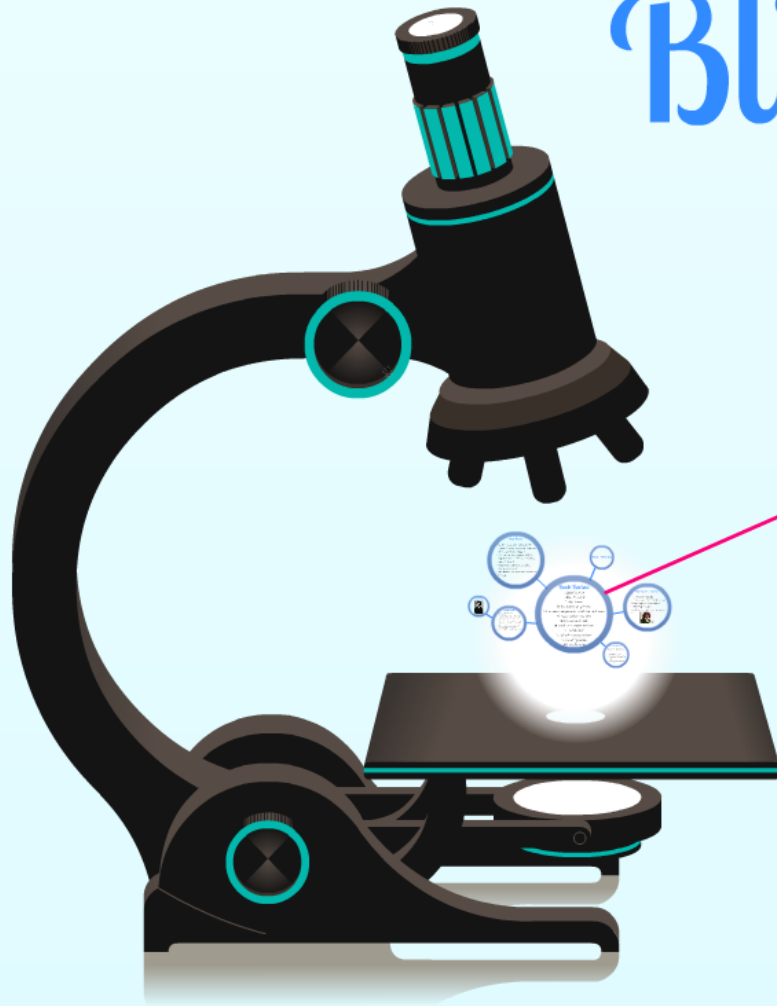


Presented by:
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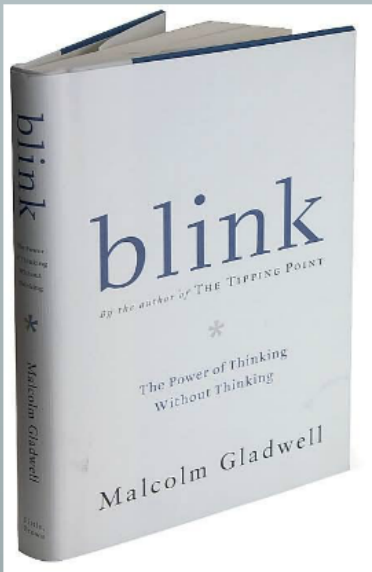


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Book Review

I. General overview

II. About the author

III. Major themes

IV. How themes are presented

V. How themes are presented as individual/world issues

VI. Reason author wrote Blink

VII. Peer reviews of Blink

VIII. Would we recommend this book?

IX. Contributions

X. Did book meet expectations?

XI. Overall impressions

XII. Class discussion

Major Themes

- We live in a world that assumes that the quality of a decision is related to the time and effort that went into making it
- Sometimes our snap judgements and first impressions offer a better means of making sense of the world
- Quick decisions can be just as good as cautiously made decisions
- Also discusses instances in which our instincts betray us

Themes / World Issues

Author's Reason for Writing Book

- His hair was his inspiration
- Let his hair grow into long bundle of curls
- Getting stopped by airport security
- Getting stopped by police
- He realized first impressions create people's view



About the Author



General Overview

- This book is about the ability to make snap decisions
- What is this ability?
- How does it work? Psychology and philosophy to explore the ability to make snap decisions to explain how we make snap decisions
- Explains why we can't really explain the things in our lives that we do
- We do a lot of things without our awareness and we can't explain how a particular thing or situation took place
- Daniel Kahneman through many of his situations where instantaneous decision making will make a difference in people's lives

Recommendations

- We would recommend this book to:
- Undergraduate students
 - Students in the psychology field
 - Ordinal people of interest